



# ABC Update November 2014

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## Time to Talk Turkey....

### *Preparing Servers and Sellers for the Holiday Season*



The holidays and alcohol can be a tricky combination. When it comes to Thanksgiving, most of us plan to gather with friends and family. Everyone thinks about the aftermath of eating too much turkey, dressing, and pie, but not many of us think about the repercussions of enjoying some alcohol on such a food-oriented holiday.

Alcohol usage spikes around holidays and Thanksgiving Day is no exception. As many as 45 people die every day during the holiday season in alcohol and traffic-related accidents. Alcohol is responsible for more than 40 percent of fatal car accidents during the major U.S. holidays and approximately 25,000 alcohol-related injuries are expected to happen this year. So as sellers and servers of alcoholic beverages, it is more important than ever to be vigilant.

Alcohol use among adults is not the only issue around Thanksgiving Day. Parents and other adults may feel inclined to "bend the rules" when it comes to minors and drinking alcohol. Along with Christmas, New Year's, Halloween and St. Patrick's Day, Thanksgiving has become a time when young adults in particular gather in bars and restaurants to celebrate, especially on 'Thanksgiving Eve', the Wednesday night before the big day.

As the holiday season approaches, it is important for managers and owners of licensed premises to adopt responsible serving practices and policies. Core components of a Responsible Beverage Service must include:

- Adhering to the laws governing alcohol sales and service in Kentucky
- Recognizing the signs of intoxication
- Developing strategies for dealing with customers who appear to be impaired
- Understanding the effects of alcohol on the body and understanding the concept of a standard drink
- Developing responsible house policies for your establishment

It is important that management support their staff in adhering to rules and techniques in avoiding illegal alcohol sales to minors and to those already intoxicated. Management support is the prerequisite to the adoption of responsible practices. Sometimes staff members detect an ambivalent attitude toward the concept of responsible service, claiming things such as lack of management support, personal objections, and fear of customer hostility.

Where management is prepared to support responsible serving policies, dramatic changes and improvements in beverage service standards can occur. The adoption and meaningful implementation of voluntary measures to improve policies and practices during the holiday season will have benefits to the community in terms of reducing the incidents of driving drunk and other forms of alcohol-related harm.

## Things to Remember:

- It is against the law to sell or serve alcohol to an intoxicated person or to a minor. The consequences of a licensee's failure to uphold this law are severe for both them and for the public.
- Servers should watch for signs of intoxication such as watery bloodshot eyes, slurred speech, and swaying or staggering.
- Servers must refuse alcohol service to intoxicated people and can offer to call a cab, a family member or a friend to drive the person home.
- Licensees are encouraged to actively monitor staff compliance; anyone serving alcohol in the state should follow responsible beverage service guidelines.



*Wishing you and your business a prosperous and safe Thanksgiving holiday!*

## November and December S.T.A.R. Schedule

Date	Time	City	County	Location
11/03/2014	9:00AM	Ashland	Boyd	Transit Center
11/04/2014	9:00AM	Louisville	Jefferson	Ramada Conference Center
11/04/2014	9:00AM	Lexington	Fayette	Four Points by Sheraton
11/10/2014	9:00AM	Frankfort	Franklin	Kentucky Alcoholic Beverage Control
11/10/2014	9:00AM	Owensboro	Daviess	Cigar Factory Mall
11/15/2014	9:00AM	Lexington	Fayette	Four Points by Sheraton
11/17/2014	9:00AM	Somerset	Pulaski	Hampton Inn
11/18/2014	5:00PM	Paducah	McCracken	City Hall
11/18/2014	9:00AM	Danville	Boyle	Inter-County Energy Co-op
11/24/2014	9:00AM	Hazard	Perry	Kentucky River ADD/Perry Park
11/24/2014	9:00AM	Elizabethtown	Hardin	Pritchard Community Center
11/25/2014	5:00PM	Lexington	Fayette	Four Points by Sheraton
11/25/2014	9:00AM	Florence	Boone	Florence Government Center
12/01/2014	9:00AM	La Grange	Oldham	Fiscal Court Building
12/01/2014	9:00AM	Hardinsburg	Breckinridge	Community Center
12/02/2014	9:00AM	Lexington	Fayette	Four Points by Sheraton
12/08/2014	5:00PM	Frankfort	Franklin	Kentucky Alcoholic Beverage Control
12/08/2014	5:00PM	Owensboro	Daviess	Cigar Factory Mall
12/09/2014	9:00AM	Mount Sterling	Montgomery	Health and Civic Center
12/09/2014	9:00AM	Paducah	McCracken	City Hall
12/15/2014	6:00PM	Louisville	Jefferson	Ramada Conference Center
12/15/2014	9:00AM	Prestonsburg	Floyd	Jenny Wiley SRP
12/15/2014	9:00AM	Hopkinsville	Christian	Hampton Inn
12/16/2014	9:00AM	Corbin	Whitley	City Hall-Corbin
12/20/2014	9:00AM	Lexington	Fayette	Four Points by Sheraton